



An Roinn Sláinte
DEPARTMENT OF HEALTH

Tobacco Free Ireland

Annual Report 2014



Tús Áite do
Shábháilteacht **1** Othar
Patient Safety **1** First

Tobacco Free Ireland, the report of the Tobacco Policy Review Group, was endorsed by Government, and published in October 2013. It builds on existing tobacco control policies and legislation already in place in this country, and sets a target for Ireland to be tobacco free (i.e. with a smoking prevalence rate of less than 5%) by 2025. Tobacco Free Ireland was the first policy document to be launched under the Healthy Ireland framework and will play a major part in achieving the vision set out in Healthy Ireland. The two key themes underpinning Tobacco Free Ireland are the protection of children and the denormalisation of smoking.

A high level action plan for Tobacco Free Ireland was published in March 2015. One of the actions committed the Department of Health's Tobacco and Alcohol Control Unit (DOH TACU) to publish an annual report on the implementation of the actions outlined. An update on the status of each action to the end of 2014 is outlined in the table below. Considerable progress has been made and the action plan is being implemented as published. Whilst there is substantial detail in the updates provided, some of the key achievements in 2014 were:

- the passing of legislation which will protect children from second hand smoke in cars,
- the introduction of legislation to provide for standardised packaging of tobacco products,
- the approval of Government to proceed with drafting the General Scheme of a Bill to provide for the introduction of a licensing system and other measure for tobacco products and non-medicinal nicotine delivery systems , including electronic cigarettes,
- the engagement with the European Commission to facilitate implementation of the new EU Tobacco Products Directive,
- the commencement of an annual Healthy Ireland Survey and the Health Behaviour in School Children Study which will give up-to-date reliable data on the prevalence of smoking throughout the whole population,
- the further development by the HSE of the QUIT campaign and the enhancement of supports for smokers who wish to stop smoking,
- the engagement of Healthy Ireland with changing social norms around smoking,
- the proactive involvement of the NGO sector in supporting Tobacco Free Ireland actions, and
- the increase in price of tobacco products in Budget 2015.

Many of the actions in Tobacco Free Ireland are by their very nature continuing works-in-progress. The findings from the lifestyle surveys will provide valuable information in 2015 as to progress in moving toward a Tobacco Free Ireland by 2025.

Chapter and no.	Recommendation	Lead	Action	Time frame
General				
11.1	Develop an action plan with timelines for the phased implementation of the recommendations in Tobacco Free Ireland.	DOH TACU ¹	1. Action plan developed in consultation with key stakeholders. 2. Review and update action plan annually.	1. Complete Q4 2014 2. Annual Report on TFI produced in Q1 each year, beginning 2015
Update 2014	The Action Plan was developed by the Department of Health's Tobacco and Alcohol Control Unit in conjunction with the Health and Wellbeing Programme within the Department and with the Health Service Executive's Health and Wellbeing Directorate. It was published in March 2015.			
5.1	Take steps to ensure that all government officials, employees of state agencies and members of any government branch (executive, legislative and judiciary) responsible for setting and implementing tobacco control policies and for protecting those policies against tobacco industry interests are aware of their obligations under article 5.3 of the WHO FCTC ² and are aware of the Guidelines developed to assist in meeting these obligations.	DOH TACU	Continue to advise all appropriate Government Departments, State Agencies with WHO FCTC guidelines on article 5.3.	Initiate 2014 and on-going
Update 2014	Ministerial letter outlining obligations under Article 5.3 sent to all Ministers in 2012. Further clarifying correspondence sent to all Departments from Minister and CMO in Feb 2013. Agencies and stakeholders continue to be advised on an informal basis of obligations under Article 5.3.			

Chapter and no.	Recommendation	Lead	Action	Time frame
Protection of children and denormalisation of tobacco use in Ireland				
7.1	The protection of children must be prioritised in all of the initiatives outlined in the policy.	1. DOH TACU 2. DOH H&W P ³ 3. HSE ⁴	All initiatives to be examined with a view to maximising the impact on children where appropriate.	Initiate Q1 2014 and on-going
7.2	Denormalisation must be a complementary underpinning theme for all of the initiatives within the policy.	1. DOH TACU 2. DOH H&W P 3. HSE	All initiatives to be evaluated with a view to maximising denormalisation.	Initiate Q1 2014 and on-going
Update 2014	The protection of children and the denormalisation of tobacco use is to the fore in the rollout of the Action Plan for Tobacco Free Ireland. Key examples in 2014 are the passing of the Protection of Children's Health (Tobacco Smoke in Mechanically Propelled Vehicles) Act 2014 and the introduction of legislation to standardise the packaging of tobacco products.			
7.3	Develop and introduce legislation to prohibit smoking within the campuses of primary schools, secondary schools and child care facilities.	DOH TACU	1. Review previous legislation for primary and secondary schools and check if it could be fit for purpose. 2. Define child care facilities and explore how legislation might be framed. 3. Initiate legislative process.	1. Initiate Q2 2016 2. Initiate Q2 2016 3. Initiate Q3 2016
Update 2014	Scheduled for action in 2016			
7.4	Promote tobacco free campuses for all third-level institutions in consultation with key stakeholders.	DOH H&WB P	Health and Wellbeing Programme to engage with Higher Education Institutes and other stakeholders to introduce tobacco free campuses as part of Healthy Campus initiative. Engage with 3rd level institutions to promote tobacco free campuses. Liaise with ASH Ireland on work to date in this area.	Initiate Q2 2014 and on-going
Update 2014	<p>The DOH H&WB is working with the Department of Education and Skills (DES) to identify potential barriers or progress and find solutions, and to exploit opportunities to progress a 'Health in All Policies' approach especially in terms of embedding and integrating health and wellbeing into the educational agenda, across primary, post-primary, higher and further education.</p> <p>Discussions have also commenced with DES on the development of a 'Healthy Ireland Campus' framework in collaboration with the Higher Education Authorities and Higher Education Institutes.</p> <p>ASH Ireland has also engaged with third level colleges on this matter and Westport College of Further Education has implemented a smokefree campus with support from ASH Ireland.</p>			

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7.5	Promote tobacco free campuses for all health care, governmental and sporting facilities in consultation with key stakeholders.	1.HSE 2. DOH H&W P	1. HSE to continue implementation of tobacco free campuses on its sites. 2.DOH H&WB P to engage with Healthy Ireland Cross-Sectoral group to promote tobacco free campuses. 3. DOH H&WB P working with a corporate partner to develop a tobacco free campus toolkit for general use.	1. On-going 2015 2.On-going 2015 3.On-going 2015
Update 2014	<p>The Department of Health campus is a smoke free campus. All HSE acute hospitals have implemented the HSE Tobacco Free Campus policy. By December 2014, 69% (of the 70% target) of Primary Care sites implemented the National Tobacco Free Campus Policy.</p> <p>The DOH H&WB P received funding to create a tool to support Tobacco Free Campuses. This project will be a partnership initiative under the Healthy Ireland Framework. This will enable and encourage employers to make their campuses tobacco free and will support the national aims of changing norms around smoking, enable and empower participation by the wider society, promote and encourage smoking cessation in the context of a healthy workplace.</p> <p>Work commenced in 2014 on the drafting of a Healthy Workplace Policy and Implementation Framework to support the implementation of Healthy Workplaces in workplaces nationally which will also promote tobacco free campuses.</p>			
7.6	Further develop the tobacco free playgrounds initiative in conjunction with the local authorities by way of voluntary measures or by the introduction of bye-laws.	DOH H&W P	DOH H&WB P to engage with Inter-Departmental Group on Local and Community Development and the City and County Managers Association to include health and wellbeing as a key pillar in economic and community planning process. Liaise with ASH Ireland on work to date in this area.	Initiate Q2 2014
7.7	Promote tobacco free environments and in particular parks and beaches in conjunction with the local authorities by voluntary measures or by the introduction of bye-laws.			
Update 2014	<p>By the end of 2014, 82% of Local Authorities had either implemented or agreed to implement a smokefree playground policy on foot of representations from ASH Ireland.</p> <p>The Health and Wellbeing Programme in the Department of health has engaged with the Department of the Environment, Community & Local Government (DECLG) on embedding health and wellbeing into new structures and arrangements in local government, as well as into environmental planning and strategy development. 'Health and Wellbeing' is now positioned as a key pillar in the local economic and development planning process underway. The Programme has also established direct links with the City and County Managers Association and with some individual CEOs.</p>			
7.8	Evaluate the tobacco free environment initiatives with a view to the introduction of legislation if required.	DOH TACU	DOH TACU and H&WB P to evaluate 7.4 to 7.7 to assess progress and need for further action.	Initiate Q1 2016
Update 2014	Scheduled for action in 2016			
Legislative compliance and regulating the retail environment				
8.1	Continue to actively promote compliance with and enforce all provisions of the Public Health (Tobacco) Act 2002 as amended.	HSE	HSE Annual Service Plan commitment.	On-going
Update 2014	<p>In 2014 the HSE National Environmental Health Service (EHS) Tobacco Control Inspection Programme carried out the following:</p> <ul style="list-style-type: none"> • 18,021 inspections were completed , of which 3,568 were non compliant. (80% Compliance), • 483 test purchases of tobacco products to minors were carried out , of which 105 were non compliant, (78% Compliance). The 2014 target for test purchasing was met. • 35 Tobacco related court cases in 2014 resulting in 41 convictions. Three cases are currently on appeal to the Circuit Court. • HSE commenced publication of convictions quarterly on the HSE website. 			
8.2	Introduce fixed penalty notices (on the spot fines) for offences.	DOH TACU	To be explored in Retail Licensing Bill.	See 8.7 to 8.12 below

Chapter and no.	Recommendation	Lead	Action	Time frame
Update 2014	See 8.7 to 8.12 below			
8.3	Develop capacity within the HSE's Environmental Health Service to maintain consistent and sustained enforcement of all aspects of the tobacco control legislation.	HSE	Compliance levels reviewed and legislative provisions with most non-compliance targeted. Standard operational protocols in place, reviewed annually.	On-going
Update 2014	<p>The HSE's Environmental Health Service (EHS) inspection programme targets areas of least compliance. Complaints from the public, test purchasing and the investigation of smoking shelters are prioritised in the EHS operational plan.</p> <p>The EHS National Tobacco Control Expert Group convened on four occasions during the year to oversee implementation of tobacco control legislation within the EHS and made a number of recommendations to the EHS national management team. Standard operational protocols relating to tobacco were reviewed by the expert group and recommendations made to management, which resulted in approved changes.</p>			
8.4	Develop special investigation capacity within the HSE's Environmental Health Service to assess compliance by tobacco manufacturers.	HSE	The reconfiguration of the Environmental Health Service will consider this recommendation.	Q2 2015
Update 2014	In 2014, the EHS commenced a process for the development of a national Tobacco Control Operational Unit with an increase in whole time equivalents (WTEs) dedicated to this area of EHS activity. The unit will undertake critical tasks to ensure there is assessment of compliance by tobacco manufacturers with tobacco control legislation .			
8.5	Introduce legislation for the publication of information in respect of any person on whom a fine, other penalty or conviction was imposed by a Court ('name and shame').	DOH TACU	Build on current HSE system for reporting on convictions and prosecutions via new Retail Licencing Bill.	See 8.7 to 8.12 below
Update 2014	See 8.7 to 8.12 below			
8.6	Collaborate with other EU ⁵ countries in relation to compliance measures for tobacco ingredient reporting.	DOH TACU	Engage with European Commission to facilitate the transposition of the Tobacco Products Directive by May 2016.	Initiate Q2 2014
Update 2014	The DOH TACU is actively engaged with the European Commission to develop regulations to transpose the Directive into Irish law by 20th May 2016			
8.7 - 8.12	Regulate the tobacco retail environment.	DOH TACU	Consider the implementation of recommendations 8.7 to 8.12 in the forthcoming Retail Licencing Bill.	1. Initiate Q1 2014 2. Memo to Government Q2 2014 3. Public Consultation Q4 2014 4. Progress legislation Q1-Q4 2015
Update 2014	<p>In June 2014, the Government approved the drafting of a General Scheme of a Bill to provide for introduction of a licensing system and other measures in relation to the sale of tobacco products and non-medicinal nicotine delivery systems, including e-cigarettes.</p> <p>The DOHC TACU initiated a public consultation on the legislation in December 2014, which will inform the Regulatory Impact Analysis and the drafting of the legislation.</p>			

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Monitor tobacco use and prevalence				
9.1	An active research and survey programme on tobacco should be put in place to include areas such as supply and demand, prevention and treatment, exposure to second-hand smoke and industry marketing initiatives.	DOH TACU HSE DOH H&WB P	1. Engage with key stakeholders to identify research requirement. 2. Surveillance of tobacco use through HSE Tracker, Healthy Ireland and Health Behaviour in School Children Surveys.	1. Initiate Q1 2015 2. Q2 2014 and on-going
9.2	This survey programme is to include a single, reliable and regular collation of smoking prevalence rates.	DOH TACU	Standardised survey questions on tobacco developed in conjunction with HSE and WHO	2014 and on-going
Update 2014	<p>Ipsos MRBI was appointed to administer an annual Healthy Ireland Survey to gather information and inform the development of baseline data at a national level on a range of health and wellbeing indicators among the population 15 years and older. Questions relating to smoking were agreed with the HSE and WHO. Additional questions relating to the consumption of electronic cigarettes were included in the survey. The National Drug Prevalence Study, which commenced in 2014 included the same suite of standardised smoking related questions as the Healthy Ireland Survey. Data from both studies will be available in 2015.</p> <p>Fieldwork for the Health Behaviour in School-aged Children (2014) Collaborative Study was carried out in 2014 by the WHO Collaborating Centre for Health Promotion Research School of Health Sciences (National University of Ireland, Galway). Data on smoking were collected for those between 9 and 17 years and the results will be available in 2015.</p> <p>The HSE National Tobacco Control Office (NTCO), continued the monthly tracker survey in 2014. An updated smoking prevalence report for 2014 was compiled in conjunction with the HSE's Health Intelligence Unit and posted on the HSE's website.</p> <p>Prof David Hammond from the School of Public Health & Health Systems at the University of Waterloo, Canada completed an evidence review for the DOH TACU on standardised packaging of tobacco products.</p> <p>The Tobacco Free Research Institute Ireland (TFRI) received lottery funding to test the perceptions of standardised packaging of tobacco packing among Irish teenagers and to investigate the use of electronic cigarettes in the same population. Reports on both studies will be available in 2015. The TFRI also received lottery funding to investigate the usefulness or otherwise of the Allan Carr method in smoking cessation. Fieldwork will commence in 2015.</p> <p>The Tobacco and Alcohol Control Unit submitted a tender for an assessment of the economic costs of smoking in Ireland in 2014, to be completed in 2015.</p>			
9.3	Tobacco control measures should be continuously evaluated to ascertain impacts and outcomes.	DOH TACU HSE	Evaluation built in to all tobacco control measures and carried out as appropriate, e.g., Audit of tobacco free campus, tobacco control legislation, QUIT campaign, training in Brief Interventions and other measures and reported on. See 10.3 below.	2014 and on-going
Update 2014	<p>The HSE carried out an audit of eight Tobacco Free Campus sites in 2014.</p> <p>The HSE QUIT Campaign is evaluated on an ongoing basis, measuring online, phone and digital uptake of support services, message impacts and smoking prevalence.</p> <p>An evaluation of the Brief Intervention for Smoking Cessation Training Programme was completed in 2014. Preliminary analysis shows a positive impact on health professional skills in addressing tobacco use. An evaluation report is due at the end of April 2015.</p> <p>See also 9.6 below.</p>			

Chapter and no.	Recommendation	Lead	Action	Time frame
Protect people from tobacco smoke				
9.4	Develop and introduce legislation prohibiting smoking in cars where children are present, based on international evidence and good practice.	DOH TACU	Facilitate the progress of the Protection of Children's Health (Tobacco Smoke in Mechanically Propelled Vehicles) Bill 2014.	Complete Q1 2015
9.5	Undertake a social marketing campaign focusing on the risks to children from exposure to second-hand smoke with particular reference to smoking in cars (and information on future legislation in this regard).	HSE	Await outcome of 9.4 and resources for same.	Initiate 2015
Update 2014	<p>The DOH TACU working in consultation with the Attorney General's Office, the Department of Justice, the Department of Transport, Tourism and Sport, and the Garda Síochána developed amendments which were approved by Government to the Private Member's Bill "Protection of Children's Health from Tobacco Smoke Bill 2012". All Government-approved amendments brought by the Minister were accepted during Report Stage of the Private Member's Bill in Seanad Éireann on the 17th April 2014.</p> <p>Following its passage through the Seanad, the legislation took the form of a stand-alone Bill, entitled the Protection of Children's Health (Tobacco Smoke in Mechanically Propelled Vehicles) Bill 2014. The legislation was passed by Dáil Éireann on 18th December and was signed into law by the President on 25th December 2014. Regulations will be developed in 2015 in order to commence the legislation.</p>			
9.6	Monitor the effectiveness of the current smoke free legislation, including the review of existing exemptions and the monitoring of compliance with these provisions.	DOH TACU HSE	Joint DOH TACU and HSE group to review all tobacco control legislation quarterly.	Initiate Q4 2014
Update 2014	A joint DOH TACU and HSE EHS group was established in Q4 2014 to progress 9.6, 9.19, 9.22, 9.27 and 9.28 in 2015. The group meets quarterly to review progress.			
Offer help to quit tobacco use				
9.7	Identify a lead person with clear lines of responsibility for the co-ordination of smoking cessation services within the health service to ensure a national approach.	HSE	Lead in place.	Complete Q2 2014
Update 2014	The HSE has appointed a lead to carry out this function			
9.8	Develop comprehensive national smoking cessation guidelines. These to include the minimum level of service provision that each service provider needs to have in place.	HSE	<ol style="list-style-type: none"> 1. Publish national standards for the intensive tobacco cessation support programme. 2. Train all intensive tobacco cessation specialist staff in delivering behavioural support based on best practice and newly published standards. 3. Assess minimum level of service provision with the implementation of the new integrated "one-stop" model QUIT service. 	<ol style="list-style-type: none"> 1. Publish in 2013. 2. Online and face to face training to be commissioned for 2014. 3. On-going through 2015 and 2016
Update 2014	National standards for intensive cessation services have been published. The intensive cessation service on-line training has been commissioned and was delivered to more than sixty staff during 2014. Two further face to face training courses in behavioural support were also delivered to sixty staff in 2014. An integrated "one-stop" model QUIT service was also developed in 2014.			
9.9	Undertake targeted approaches for specific groups, particularly young people, lower socioeconomic groups, pregnant and post-partum women and patients with cardiac and respiratory disorders.	HSE	Specialist smoking cessation staff trained to deal with specific groups. Referral pathways to support these groups via a "one-stop" model being developed.	Q2-Q4 2014 and on-going
Update 2014	Specific training in relation to mental health and pregnancy was launched in 2014. Two speciality on-line modules on smoking in pregnancy and smoking and mental health were commissioned and launched in 2014. A report on the uptake of this specialist training is due at the end of April 2015.			

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9.10	Establish a national database for the collection and collation of data from all smoking cessation services.	HSE	Develop a business case for a National Tobacco Cessation Service Patient Management System.	Initiate 2014 and progress 2015
Update 2014	A business case was drafted in 2014 and will be submitted for approval in 2015.			
9.11	Train all frontline healthcare workers to deliver interventions for smoking cessation as part of their routine work.	HSE	1. Training targets set for number of staff to be trained in Brief Intervention Smoking Cessation HSE Annual Service Plan. 2. Very Brief Advice on-line training to be offered to all staff.	1. 2014 and on-going. 2. Develop for 2015
Update 2014	Training targets set for the number of staff to be trained in Brief Intervention Smoking Cessation HSE Annual Service Plan. The total number trained in 2014 was 1,303.			
9.12	Examine evidence (national and international) regarding outcomes of the use of NRT ⁶ and other approaches.	DOH TACU	Engage with key stakeholders with a view to carrying out an evidence based review or health technology assessment on NRT and other smoking cessation approaches.	Initiate Q2 2014
Update 2014	Preliminary discussions held with the Health and Quality Information Authority with a view to facilitating an Health Technology Assessment of smoking cessation methodologies in their 2015 workplan.			
9.13	Establish a regulatory framework for nicotine products in the context of discussions at EU level.	DOH TACU	1. Retail Licencing Bill to include non-medicinal nicotine products. 2. Implementation of EU Tobacco Products Directive.	See 8.7 to 8.12 above see
Update 2014	See 8.6 to 8.12 above.			
9.14	Increase investment in mass media quit campaigns.	HSE	Significant increase in investment secured for QUIT campaign, subject to continuous evaluation.	2014 and on-going
Update 2014	Funding for the HSE QUIT Campaign increased from €800,000 in 2013, to €1.5 million in 2014. The increased funding, matched with the strong messages of the campaign, has led to a significant increase in online activity and responses from smokers.			
9.15	Advocate for the removal of VAT from NRT.	DOH TACU	Discuss with Department of Finance the feasibility of minimising the rate of VAT on NRT patches subject to the EU VAT. Directive	Q1 2015
Update 2014	Scheduled for action in 2015.			
9.16	Make NRT more widely available, including in outlets where tobacco products are sold.	DOH TACU	The Health Products Regulatory Authority (HPRA), formerly the Irish Medicines Board has authorised an NRT product to be sold in general retail and grocery outlets.	Initiate Q3 2014 and on-going
Update 2014	The Health Products Regulatory Authority (HPRA), formerly the Irish Medicines Board reclassified NRT products to be sold in general retail and grocery outlets in 2014 for consumers 18 years and over.			

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Warn about the dangers of tobacco				
9.17	Increase investment in social marketing campaigns to warn about the dangers of tobacco.	HSE	See 9.14 above.	2014 and on-going
Update 2014	See 9.14 above			
9.18	Enhance educational initiatives aimed at preventing young people from starting to smoke, in line with best international practice within the Healthy Ireland framework.	DOH H&W P	DOH H&WB P engaging with Dept of Education and Skills to ensure an effective approach to health and wellbeing. Also leading out on implementation of Outcome 1- Active and Healthy, Physical and Mental Wellbeing in Better Outcomes, Brighter Futures.	2014 and on-going
Update 2014	See 7.4 above			
9.19	Monitor the implementation of regulations for pictorial warnings.	1.DOH TACU 2. HSE	Joint DOH TACU and HSE group to review all tobacco control legislation quarterly.	Initiate Q4 2014
Update 2014	A joint DOH TACU and HSE EHS group was established in Q4 2014 to progress 9.6, 9.19, 9.22, 9.27 and 9.28 in 2015. The group meets quarterly to review progress.			
9.20	Undertake continued evaluation of campaigns and programmes.	1.DOH TACU 2. HSE	See 9.3.	2014 and on-going
Update 2014	See 9.3 above			
Enforce bans on tobacco advertising, promotion and sponsorship				
9.21	Continued implementation and monitoring of the national inspection programme is required in order to ensure compliance with all tobacco legislation.	HSE	See 8.1.	2014 and on-going
Update 2014	See 8.1 above			
9.22	Review existing legislation to ensure that it is fit for purpose to deal with new and emerging measures and marketing programmes adopted by the tobacco industry.	1.DOH TACU 2. HSE	Joint DOH TACU and HSE group to review all tobacco control legislation quarterly.	Initiate Q4 2014
Update 2014	A joint DOH TACU and HSE EHS group was established in Q4 2014 to progress 9.6, 9.19, 9.22, 9.27 and 9.28 in 2015. The group will meet quarterly to review progress.			
9.23	Robustly defend the legal challenge by the tobacco industry to the point of sale measures introduced in 2009.	DOH TACU	Await further developments in this area.	On-going
Update 2014	On-going			
9.24	Develop legislation for the introduction of standardised/plain packaging for tobacco products.	DOH TACU	Facilitate the progress of the Public Health (Standardised Packaging of Tobacco) Bill 2014.	Complete Oireachtas process Q1 2015 and commence legislation in line with Tobacco Products Directive May 2016

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Update 2014	In June 2014, Government approved the publication of the Public Health (Standardised Packaging of Tobacco) Bill 2014 and the presentation of the Bill in Seanad Éireann. The Bill was passed by the Seanad in June and completed Second Stage in Dáil Éireann on 2nd October 2014. Formal notification of the publication of the Bill was made to the European Commission and to Member States under the EU Technical Standards Directive (98/34/EC) and the Tobacco Products Directive (2014/40/EU) and to the World Trade Organisation under the Technical Barriers to Trade Agreement in June 2014. The Commission and Member States had until 18th September to comment or provide detailed opinions on the proposed measures under the Technical Standards Directive. As detailed opinions were received, the standstill period increased by a further three months, i.e. until 18th December 2014. The legislative process cannot continue until after the standstill period.			
9.25	Work with the EU to ensure successful implementation of the proposed revision of the Tobacco Products Directive.	DOH TACU	Engage with European Commission to facilitate the transposition of the Tobacco Products Directive by May 2016.	Initiate Q2 2014
Update 2014	See 8.6 above			
9.26	Work with media regulators and the entertainment industry around the portrayal of smoking in the media.	DOH TACU	Review the portrayal of smoking in national media.	Initiate Q1 2015
Update 2014	Scheduled to commence in 2015			
9.27	Monitor developments in relation to brand stretching at a global and European level.	DOH TACU	Monitor tobacco industry activity in conjunction with WHO FCTC and European Commission and review accordingly.	On-going
9.28	Examine and monitor the existing tobacco legislation to ensure that it is inclusive of contemporary forms of communications.	1. DOH TACU 2. HSE	Joint DOH TACU and HSE group to review all tobacco control legislation quarterly.	Initiate Q4 2014
Update 2014	A joint DOH TACU and HSE EHS group was established in Q4 2014 to progress 9.6, 9.19, 9.22, 9.27 and 9.28 in 2015. The group meets quarterly to review progress.			
Raise taxes on tobacco products				
9.29	The Departments of Health and Finance and the Office of the Revenue Commissioners are to work in closer collaboration in relation to fiscal matters relating to tobacco and on measures to reduce the illicit trade of tobacco.	DOH TACU	Engage with Department of Finance and Revenue Commissioners.	2014 and on-going
Update 2014	Engagement on-going			
9.30	Annual excise duty increases on tobacco products should be applied over a continuous five year period.	DOH TACU	DOH TACU to discuss this recommendation with the Dept. of Finance.	2014 and on-going
9.31	Increase duty on roll-your-own and other tobacco products to reduce the price differential between cigarettes and other tobacco products.	DOH TACU	DOH TACU to advocate for such increases.	2014 and on-going
Update 2014	In Budget 2015 the excise duty on a packet of 20 cigarettes was increased by 40 cent (including VAT) with a pro-rata increase on the other tobacco products, with effect from midnight on 14 October 2014. The excise duty on roll-your-own tobacco was increased by an additional 20 cent (including VAT) per 25g pouch with effect from midnight on 14 October 2014.			
9.32	Remove tobacco from the consumer price index.	DOH TACU	Discuss with Central Statistics Office and other relevant bodies.	Initiate Q1 2015
9.33	Introduce a tobacco industry levy or similar mechanism which could be ring fenced to fund health promotion and tobacco control initiatives including support to end the illegal trade.	DOH TACU	Discuss with Department of Finance.	Initiate Q1 2015

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9.34	Consider the introduction of an environmental levy in the context of the Government's waste policy "A Resource Opportunity", the application of economic instruments and the review of producer responsibility.	DOH TACU	Discuss with Department of the Environment, Community and Local Government.	Initiate Q1 2016
Update 2014	9.32 and 9.33 scheduled for 2015 and 9.34 scheduled for 2016			
9.35	Continue collaboration with national and international partners on strategies to reduce illicit trade.	DOH TACU	Discuss with Departments of Finance, Justice and Equality, Revenue Commissioners, European Commission and WHO.	On-going
Update 2014	Discussions on-going with respect to the implementation of the EU Tobacco Products Directive and the WHO Protocol to Eliminate Illicit Trade in Tobacco Products.			
National and International Partnerships				
10.1	Government Departments, and state agencies including the Health Service Executive will continue to liaise and work with the non-governmental organisations in order to achieve policy aims set out in this report.	1. DOH TACU 2 DOH H&W P 3. HSE	Ensure on-going engagement via: 1. DOH engagement with governmental, state agencies and NGOs ⁷ , 2. Healthy Ireland Council, 3. HSE Health Services Tobacco Control Partners group.	Initiate Q1 2014 and on-going
Update 2014	The Minister for Health and Minister for Children and Youth Affairs, and their respective officials continue to meet with relevant NGOs on tobacco control issues. The Healthy Ireland Council is engaged with tobacco control issues as outlined in Tobacco Free Ireland. The HSE Tobacco Control Partners Group was established in 2014 with an expanded membership to include representation from third level colleges. the Group met twice in 2014.			
10.2	Continued participation and engagement at EU level in the context of the revised Tobacco Products Directive.	DOH TACU	Engage with the European Commission to facilitate the transposition of the Tobacco Products Directive by May 2016.	Initiate Q2 2014
Update 2014	See 8.6 above			
10.3	All Government Departments and state agencies should actively engage with and implement the WHO FCTC, the Protocol to Eliminate the Illicit Trade in Tobacco Products and the FCTC Implementation Guidelines.	DOH TACU	1. Sign WHO FCTC protocol. 2. Arrange to put in place the measures to facilitate ratification in the light of obligations set out in the Tobacco Products Directive. 3. Implement protocol within	1. Complete Q4 2013 2. Initiate Q4 2014 3. Await 40
Update 2014	See 8.6 above			
10.4	Collaboration with other national and international partners in the area of tobacco control should be continued to further develop the evidence base in support of new initiatives and to evaluate the impact of current measures.	DOH TACU	Continue to liaise with EC, WHO and other international bodies to review new tobacco control initiatives as they emerge with a view to incorporate them into practice in Ireland if they facilitate Tobacco Free Ireland by 2025.	On-going
10.5	Collaborate on a North/South basis, in particular through the North South Ministerial Council, on measures to reduce tobacco consumption.	DOH TACU	Continue to work with North South Ministerial Council on tobacco control.	On-going

Chapter and no.	Recommendation	Lead	Action	Time frame
10.6	Support greater national and international collaboration and participation on research programmes to strengthen the evidence base for new measures.	DOH TACU	Continue to liaise with European Commission, WHO and other international bodies to review new tobacco control initiatives as they emerge with a view to incorporate them into practice in Ireland if they facilitate Tobacco Free Ireland by 2025.	On-going
Update 2014	DOH TACU has actively engaged with the North South Ministerial Council, the European Commission, and the WHO at national, regional and international levels in 2014 to further the aims of Tobacco Free Ireland and to share our experience in tobacco control matters.			
Legend	<ol style="list-style-type: none"> 1. DOH TACU: Department of Health Tobacco and Alcohol Control Unit. 2. WHO FCTC: World Health Organisation Framework Convention on Tobacco Control. 3. DOH H&W P: Department of Health Health and Wellbeing Programme. 4. HSE: Health Service Executive. 5. EU: European Union. 6. NRT: Nicotine Replacement Therapy. 7. NGOs: Non-Governmental Organisations. 			

The background is a vibrant blue with a grid pattern. Overlaid on this are several curved, wavy lines in various shades of blue, creating a sense of motion and depth. A prominent feature is a series of thin, white, parallel lines that curve across the middle of the page, resembling a stylized wave or a ribbon.

Tobacco and Alcohol Control Unit

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